



**500  
ROCKETS  
MARKETING**

## **500 Rockets Marketing: Digital Marketing Agency Adds Marketing Technologist To Team**

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500 Rockets Marketing, an all-services marketing agency, has recently added Alex Thompson to their team as a Marketing Technologist. The role, which has recently begun to emerge in the world of marketing, involves combining knowledge of information technology with creative marketing skills. Alex Thompson comes equipped to tackle the role and all the challenges associated with it. "500 Rockets is really fortunate to have Alex join," said Matt Brutsché, CEO of 500 Rockets Marketing. "His talent is exceptional and the value delivery to clients is already apparent."

Alex Thompson joined 500 Rockets as a Marketing Technologist earlier this year in January. A programmer with knowledge that extends to PHP, JavaScript, and other front-end web technologies, as well as a stand-up comedian, Thompson graduated from University of Texas (UT) in 2006 with a degree in electrical engineering.

The addition of Thompson to the team will increase 500 Rockets' ability to provide top class service. He has expressed his appreciation of the company and its vision as well as his excitement to be a part of achieving that vision. The recently appointed Marketing Technologist noted that, "500 Rockets is just like it sounds, 500

different approaches to marketing to find the right fit for the right customer. Excited to be part of it.?

Search Engine Optimisation, or SEO, is one of the services offered by the marketing agency. The company's SEO services include an audit where issues are identified and a personalised solution is crafted to address them. Conversion optimisation, another of 500 Rockets' services offers a 'deep dive into your user and who you are marketing to,' according to the agency.

500 Rockets brings experience and expertise to the marketing industry. 'Marketing is maddening,' said the agency. 'It's filled with amazing tools, but you're only expert on a few. You know you could do so much more, but you're overwhelmed. 500 Rockets fills in your blanks. We are a collection of experts who immediately expand what you're able to do. We bring the knowledge and labor force you need to get your messages built, into the skies, and delivered to the customers who need to hear them.'

The agency makes use of a number of different marketing tools to create visibility for its clients. 'If it's a tool that helps you sell, we know it, and we use it,' said 500 Rockets. The agency provides hosting services, running web infrastructure for Wordpress sites with backup, managed access and redundancy. 500 Rockets manages updates and plugins in addition to helping code small projects and updates.

Pay-per-click management is another of their services with the company helping to optimise clients' pay-per-click accounts to ensure their success. 500 Rockets performs email marketing campaigns to help clients reach their users, both old ones and potential new ones. Regarding their digital marketing strategy, 500 Rockets stated, 'We know things move fast'our decades of experience help you aim your rockets in the right direction.'

500 Rockets provides their clients access to a text based ad generator known as Spider Ads. The ad generator creates thousands of ad variations based on 'approved company language'. It gives users the ability to copy the user's list of value propositions into Spider Ads with ease, edit character counts and go. The export file created by Spider Ads is produced in a format that can be immediately uploaded to Google Ads.

Spider Ads allows users to form strategies around persuasion goals at a macro level. By testing ideas, making educated guesses and trying to determine what attracts users to ads, Spider Ads creates attractive ads that successfully increase a client's visibility. 'Taking strategy to tactics with a feedback loop is a core value of Spider Ads,' said the company. 'Take it for a test run for free, today. Your business decisions will never be the same.'

'Real life business experience: Over 30 years of it. Awards: 3 Emmy nominations. Impressive client list: Dozens, and growing. You name the credibility niche you're after, we've got it,' asserts 500 Rockets. 'Spider

Ads was built to make our agency life better. We are sharing it with you because we believe that's how useful things are built.?

The Digital Marketing Agency Austin is always available to those who wish to sign up and work with 500 Rockets, as well as gain access to their various other services and partners such as Spider Ads. Furthermore, interested parties may contact Matthew Brutsché of 500 Rockets Marketing to learn more about the company.

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For more information about 500 Rockets Marketing, contact the company here: 500 Rockets Marketing Matthew Brutsche (628)333-3450 matt@500rockets.io 5541 McNeil Drive Building AAustin, TX 78729

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